RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 20, 1998

RJR Account #315288
Mr. J. Mitiguy
DOWLINGS, INC.

SALEM TEAR TAPE PROMOTION #800438: APRIL (#804)

Dear John:

SALEM .30¢ Tear Tape product has been ordered, as well as **32** SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future *Salem .30¢ Tear Tape* promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

SKU CUBE:	**0.5020**
SKU WT (w/o Product):	**1.1350 lbs**
Retail Sales Offers per Sku:	**40 units**
Billing per Sku:	**4 Full Price Cartons**

RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$84.00 (6 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION	'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: B. Cook
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/xpmy0000

APRIL DELIVERY
SALEM TEAR TAPE
DOWLINGS, INC.

Product PO # 413-A ; Displays PO # 413B

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	3
12300-24195	*Full Flavor 100*	3
12300-24196	*Light*	3
12300-24197	*Light 100*	3

Product / Premium Arrival: **April 6, 1998**

Ship Date to Retail: **Week of: April 13, 1998**

EFT $ Amount: **$3,548.76**

April Drive Period 804 / Promotion #800438

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

APRIL DELIVERY

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Source: https://www.industrydocuments.ucsf.edu/docs/xpmy0000

WHOLESALER : 315288 DOWLINGS, INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162301	163829	113568	CAP 'N' CORK	BELWOOD SHOP CTR.	COLCHESTER	VT	05446	2	2	2	2	8		2725
162301	163829	113608	MINOR'S COUNTRY MKT	RT 104	FAIRFAX	VT	05454	2	1	7	3	13		2134
162301	163829	475125	CHAMPLAIN FARMS #1	16 ROOSEVELT HWY	COLCHESTER	VT	05446	1	1	1	1	4	1657-0000	
162301	163829	502627	CHAMPLAIN FARMS	342 ROOSEVELT HWY	COLCHESTER	VT	05446	3		3		6		
162301	163829	509373	MILTON SHORT STOP02	ROUTE #7	MILTON	VT	05468	1	1	1	1	4	2681-0000	2513
162301	162323	576895	ALBURG SHORT STOP 3	RTE_2	ALBURG	VT	05440	23	23	23	23	92	2681-0000	3499
162301	163829	594886	MOBIL SHORT STOP 02	ROUTE 7	MILTON	VT	05468	1	1	1	1	4	2681-0000	3724
162301	163829	615922	WINOOSKI EXXON #12	E ALLEN ST	WINOOSKI	VT	05404			1	1	2	1657-0000	
162301	163829	623828	MIDDLE ROAD MARKET	MIDDLE ROAD	MILTON	VT	05468	1	1	1	1	4		
162301	162323	664545	ALBURG EXXON SHORT	STOP	ALBURG	VT	05440	1	1	1	1	4	2681-0000	
162301	162323	702261	SWANTON SHORT STOP	97 1ST ST	SWANTON	VT	05488	1	1	1	1	4	2681-0000	
162301	162323	711211	DICK & PAM'S MARKET	ROUTE 105	EAST BERKSH	VT	05447	1	1	2	1	5		
162301	162323	727620	P.J.'S MINIT STOP	190 S MAIN ST	ST ALBANS	VT	05478			1		1	1657-0000	
162301	162323	760317	CHAMPLAIN FARMS #27	RR 2 BOX 255	SWANTON	VT	05488	1	1	1	1	4	1657-0000	
163801	163829	456241	MOBIL SHORT STOP	1555 NORTH AVE	BURLINGTON	VT	05401	10	10	10	10	40	2681-0000	2858
16 3801	163829	500924	TAFT COR. SHORT STO	JCT. 2 & 2A	#0 WILLISTON	VT	05495	1	1	1	1	4	2681-0000	2511
163801	163829	512774	MOBIL SHORT STOP 00	977 SHELBURNE RD	SOUTH BURLI	VT	05403	1	1	1	1	4	2681-0000	2448
163801	163829	576934	MOBIL SHORT STOP	1314 WILLISTON RD	SOUTH BURLI	VT	05403	1	1	1	1	4	2681-0000	2449
163801	163828	595955	CHAMPLAIN FARMS #10	NO MAIN STREET	WATERBURY	VT	05676	1	1	1	1	4	1657-0000	
163801	163828	670403	FASTOP_EXXON	RT 100	WATERBURY	VT	05676	1	1	1	1	4	1657-0000	
163801	163827	679268	CHAMPLAIN FARMS	125 RAILROAD ST	SAINT JOHNS	VT	05819	1	1	1	1	4	1657-0000	
163801	163829	694308	SHORT STOP #143	RT #116 & COMMERC	HINESBURG	VT	05461	1	1	1	1	4	2681-0000	
163801	163829	740858	CHAMPLAIN FARMS	315 SHELBURNE RD	BURLINGTON	VT	05401	1	1	1	1	4	1657-0000	
163801	163829	760698	MOBIL SHORT STOP 00	1830 SHELBURNE RD	SOUTH BURLI	VT	05403	1	1	1	1	4	2681-0000	2539
163802	163828	437115	CHAMPLAIN FARMS #7	16 MAIN ST	RANDOLPH	VT	05060	1	1	1	1	4	1657-0000	
163802	163828	615934	BRANDON GULF #5	3 GROVE ST	BRANDON	VT	05733	1	1	1	1	4	1657-0000	
163802	163828	623941	SHORT STOP #014	N. MAIN ST.	RUTLAND	VT	05701	1	1	1	1	4	2681-0000	2450
163802	163828	663162	GROVE ST SHORT STOP	129 GROVE ST	RUTLAND	VT	05701	1	1	1	1	4	2681-0000	3352
163802	163829	665502	CHAMPLAIN FARMS	25 COURT ST	MIDDLEBURY	VT	05753	1	1	1	1	4	1657-0000	
163802	163828	670402	OCTANE SHORT STOPIN	ROUTE 4 EAST	RUTLAND	VT	05701	1	1	1	1	4	2681-0000	4430
163802	163827	723336	FASTOP	114 HANOVER ST	LEBANON	NH	03766	2	2	2	2	8	1657-0000	
163802	163828	755347	CHAMPLAIN FARMS #26	1 MAIN STREET	NORTHFIELD	VT	05663	1	1	1	1	4	1657-0000	

PAGE BREAK TOTAL ACCOUNTS	32	TOTAL QUANTITY	66	62	74	65	267
TEMPLATE TOTAL ACCOUNTS	32	TOTAL QUANTITY	66	62	74	65	267

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